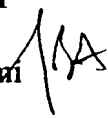


THE WHITE HOUSE
WASHINGTON

July 2, 1996

MEMORANDUM TO NANCY HOIT

From: Jeremy Ben-Ami 
Subject: Thoughts on Family Reunion Format

I thought it might be helpful to memorialize some of Carol's and my thoughts regarding the Family Reunion format that I mentioned to you last week. Let me start by saying that the event was absolutely terrific. I have been involved in organizing conferences, events, and hearings for many years, and this was one of the best I have ever attended -- thoughtfully put together, enlightening and a real step forward on the issue at hand. The following are some suggestions for consideration as you begin to put next year's event together.

1. Monday afternoon breakouts -- I think the participants would really enjoy the opportunity to have a smaller session for 90 minutes which would allow them to interact with each other and perhaps with a senior administration official. At the AIDS conference, which was only 300 people of course, we set up 8 breakouts each co-chaired by a high-level administration official and a leader in the field. So, for instance, the Cabinet Secretaries, Carol, Mrs. Gore, Phil Lader and Jim King could this time have each taken a subset of the group and met on particular issues of concern to them -- parental involvement in schools, corporate leave policies, child care, etc. You could limit the afternoon breakouts to the experts, policy makers, etc. who come on Sunday -- and allow the public to view the session with the VP outlined next. That way, you could have reasonably sized groups and allow for real discussion, and our experience is that the participants will really value the opportunity to have a dialogue with a Cabinet member or other senior policy official -- as much or more than they value the time in the audience listening to distinguished panels.

2. VP satellite town hall -- Carol had a great idea for what the VP could do during afternoon breakouts. You could structure an expanded version of the interactive satellite time that you had with Kansas City, Denver and Minneapolis(?). You could actually have representatives from 12-15 satellite sites on stage with the Vice President, rather than just the three, and have the whole 90 minutes be devoted to a satellite town hall -- taking calls, questions, and reports from the satellite locations. This would probably increase publicity and interest in those locations, even though the Nashville participants would be off in breakout sessions. This session would take place on stage, so the public that wanted to could still be in the auditorium to watch.

3. Lunch -- If the breakout idea interests you, It might be worth thinking about a working lunch in the breakout rooms. Logistically, this takes some of the pressure off the schedule. The audience not participating in the breakouts could be invited to eat in a larger room with a speaker, but the afternoon schedule would not be in danger because the breakouts would be on a separate timetable, and the VP would not have to wait for the audience to begin his satellite town hall.

4. Wrap-Up Session -- I am really of two minds on this one. On the one hand, it seems logical to have a wrap-up session to pull together the thinking from the two days and provide a sense of closure. On the other, at so many conferences, the wrap-up session ends up being attended by less than a quarter of the participants, the rest of whom are already at the airport. Certainly, the press is always long gone. I think it is worth considering several options: (1) not having a closing session; (2) having the closing session much earlier -- say, 3:00 p.m. and allowing the chairs of the breakouts to report to the VP on the highlights of their session; or (3) finding some more informal setting -- say having soda under the tent in the courtyard and having the wrap-up feel a little less like another session in the auditorium.

Possible Monday Schedule

8:30 Opening session: welcomes, films, etc.

9:45 Town hall with POTUS/VPOTUS

11:15 Keynote address

12:30 Breakouts for working lunch / small group discussions
- 2:30

[1:00 - 2:30 Satellite town hall with VP and downlink sites]

2:45 Closing session -- either informal over sodas or report back from breakouts

3:30 End

These suggestions are, of course, all made in the spirit of suggesting ways to make a great event even better. I had a terrific time and cannot compliment you highly enough for the quality of the content and the organization of the Conference. Thank you again for inviting me!

cc: Carol Rasco
Elaine Kamarck